

## Message Text

UNCLASSIFIED

PAGE 01 STATE 313880  
ORIGIN EB-07

INFO OCT-01 ARA-10 ISO-00 COME-00 /018 R

DRAFTED BY EB/IFD/BP:LSALLAN:VJW  
APPROVED BY EB/IFD/BP:WBLOCKWOOD  
ARA/APU - RGRAHAM

-----311104Z 039275 /12

R 302300Z DEC 76  
FM SECSTATE WASHDC  
TO AMEMBASSY MONTEVIDEO

UNCLAS STATE 313880

E.O. 11652: N/A

TAGS: EIND, UY

SUBJECT: TRADEMARK PROTECTION: PROCTER AND GAMBLE CO.

REF: MONTEVIDEO 4960

1. PROCTER AND GAMBLE (P&G) HAS RECEIVED COPY OF  
DECEMBER 16 OFFICIAL GAZETTE FROM THEIR URUGUAYAN TRADE-  
MARK AGENTS, LAW FIRM O'FARRELL, FOX & BACOT, RINCON 454,  
P.O. BOX 1741, MONTEVIDEO.
2. P&G OFFICIAL EXPRESSED APPRECIATION FOR EMBASSY  
ACTION DESCRIBED REFTEL AND ADDED THAT HE IS SENDING  
IMMEDIATE INSTRUCTIONS TO O'FARRELL, FOX AND BACOT TO  
ENTER FORMAL OPPOSITION TO ATTEMPTED REGISTRATION OF  
TRADE NAME BY PIRATE FIRM, AND TO SEEK WHATEVER OTHER  
LEGAL REMEDIES MAY BE AVAILABLE IN EFFORT TO STOP CONTINUED  
USE OF P&G NAME BY LOCAL FIRM.  
ROBINSON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADEMARK INFRINGEMENTS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 30 DEC 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976STATE313880  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** LSALLAN:VJW  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D770001-0541  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t1976122/aaaaabmv.tel  
**Line Count:** 46  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ORIGIN EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 1  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 MONTEVIDEO 4960  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** vogelfj  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 03 JUN 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <03 JUN 2004 by chengls>; APPROVED <29 DEC 2004 by vogelfj>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** TRADEMARK PROTECTION: PROCTER AND GAMBLE CO.  
**TAGS:** EIND, UY, PROCTOR & GAMBLE  
**To:** MONTEVIDEO  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006